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California Polytechnic State University

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FOR IMMEDIATE RELEASE

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Cal Poly Business Students to Host "Live Accordingly" Nov. 6

SAN LUIS OBISPO – A group of Cal Poly business students will host "Live Accordingly," a nightclub-themed event, to introduce the campus community to Honda's 2008 Accord Coupe. The free public event is scheduled for Tuesday, Nov. 6, from 10 a.m. to 3 p.m., on Mott Lawn at Cal Poly.

"Live Accordingly" is the culmination of a quarter-long effort by the student group New Wave Promotions, consisting of 22 Cal Poly students participating in the Accord Coupe Marketing Challenge: New Car, New Generation. The industry-education partnership, managed by EdVenture Partners, offers students an opportunity to apply classwork to real-world experiences.

The event, featuring various Honda Accord coupes, includes free food and music from 103.3 FM. Participants could win a variety of prizes, such as long board skateboards, a bicycle, and a trip for two to Las Vegas.

Following the event, the team will analyze the success of their campaign by measuring how their event affected their target market. They will present research results and an evaluation of their campaign strategy to Honda executives.

Honda will select three teams from across the country to present campaign ideas and results to Honda executives in December. The students are competing for the Scholastic Achievement Award scholarship prizes.

For more information about the Accord Coupe Marketing Challenge: New Car, New Generation at Cal Poly, contact Emily Considine at econsidi@calpoly.edu.

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